

BUSINESS METHOD FOR E-COMMERCE THROUGH
CUSTOMIZED ACTIVITY-BASED ADVERTISING

ABSTRACT OF THE DISCLOSURE

5

A method, system and computer program product for determining appropriate advertisements or other content to be delivered to a consumer's computer based upon detection of a local physical event, such as the consumer's current or previous activity or location in a given local environment. A local event detection system in
10 communication with the consumer's computer is used to detect changes in one or more physical parameter representative of an event associated within a given environment, such as detected motion, position, voltage and the like. An advertisement is selected from a database in accordance with a predetermined association with the event detected and, optionally, one or more aspect of a consumer
15 profile. The advertisement is then delivered to a communicating device associated with the given local environment, such as the consumer's computer.

T 0 5 0 4 0 " 9 6 4 9 3 8 6 0